



LOCAL COMMUNITY

RADIO



FOR

DOUBTLESS BAY

**Far North Cable TV -
serving the Doubtless Bay region since 1995 -
is introducing our 'Eastern Shore' area to fulltime local radio!**

It is all about hearing your friends and neighbours speaking out on issues which concern you, your family and your neighbourhood. Locally owned and operated - standing out and standing up for the life style issues which are important to the way we live around 'the Sand Coast' in the 'Winterless North' land of 'Endless Summer'.

("Under Construction" period Hotline: 406 0644)

LOCAL NEWS: In the tradition of quality journalism

Journalism is about sharing ideas, concepts and 'happenings' - one person's views, observations, conclusions shared with many through the use of a medium of 'mass communication'. A newspaper is one such 'medium'. And TV. And - of course - radio; Doubtless Ray Family Radio (Remember that name! - or 'D.B.F.R.' if it suits you better). In fact, let's concentrate on DRFR at this time.



Ooops. This is no longer your parent's radio!

When you weren't looking, radio evolved, turning into a mutant that is almost unrecognisable. Well, 'some radio' evolved - unfortunately, much of what we hear locally remains a variation of 1950's 'Juke Box Radio'; play a record, mumble a few snappy phrases, shout out the temperature and time as if your listeners are all deaf, and every now and again give away something to 'caller number 6'. *Here's a wake-up call*; that is not 'modern radio'. It is a Wurlitzer record machine transplanted from the local pub. Radio can do better than this.

DRFR - we are all about 'staying in touch' with your community. Because we are brand new, building a modern radio station from the ground up (way up!), we can zip past the old fashioned hardware and notions and leap directly into 'modern'.

For example:

DRFR will be available on the web! When you travel, DRFR goes with you via internet. In Los Angeles? All you need is access to a PC and DRFR will be there (what a great way to keep up with 'the home fires!'). London? Ditto. Auckland for the weekend? Double-ditto. Even on your cell-phone as you fly to Sydney or drive to Palmerston North.



Is that it? Hardly. We have barely begun! In the morning, from 7 - 9AM, "Good Morning Doubtless Bay" will simultaneously be on DRFR and - *this is the neat part* - Cable TV Channel 16. Like TVNZ's 'Breakfast'? Sort of like that - but local. Just us in the Bay; folks you know, or wish to know.



'Morning LIVE Radio' on TV? It gets better. 'Live reports' from our newly installed 'Cable TV Remote' locations - Mangonui, Coopers Beach, Cable Bay and Taipa. Using cable TV technology never previously employed anywhere in the world!

Hey - *this will be fun!*

DOUBTLESS BAY FAMILY RADIO

Local 'Bay News' 7-9AM, 12 noon update, repeats 4-6:30PM

- ✓ **LIVE reports** - from the fishermen, the travellers ('live' road reports from the highway to Auckland, Kaitaia and more!)
- ✓ **In depth interviews** with local people, 'Bay Pioneers', live coverage of local and regional FNDC meetings, hearings, parades and events of Doubtless Bay interest
 - ✓ **DRFR Investigates** - every week a new topic, a timely professionally structured community-based series that we promise will be - 'The Talk of the Bay'
- ✓ **'Bay Feedback'** - Listener views, thoughts, opinions (lot's of opinion - real discussion, devoted to real issues!)
- ✓ **'Welcome to our backyard'** - in depth interviews with the folks who come here for their vacations, love (or hate) us - and why. We'll be better for their opinions.

TECHNOLOGY??? NOBODY IN ALL OF NEW ZEALAND COMES CLOSE

When Bob Cooper tackles a new project, yesterday's technology quickly becomes history. DRFR has a 'private line' UHF two-way radio system - if you are a fisherman or a yachtsman, we'll hand you a palm sized radio to send us 'Live Reports' that will automatically be 'patched' to 'On Air'. Cell-phones? Using the amazing new 'Blue Tooth' technology, our fleet of Cell-phones will be everywhere- 'live and direct', reporting to you what is happening, when, where and why! The volunteer fire alarm? DRFR will tell you where and what. Croquet Club meeting - on the air? We'll hand you the tools! Where are the fish running? Live and NOW! Folks - if we can put you on TV Cable Channel 16 - we can put you on DRFR! Radio has never been like this - before. We know our technology.



WHEN DOES DRFR LAUNCH



Soon. Well, almost soon. The studios are now being built (on the hill at Far North Cable TV). Robin Burton and husband Paul, from Waipu's 'Bream Bay Community Radio', are on board. Paul's the technical genius, Robin is the person you will come to know and love as our 'on-air personality'. From now until perhaps September 1, we are in a build and practice session - when we hit the air (on an FM channel to be announced). Paul is connecting up all of the latest technology, Paul Barr of 'The Bay' is creating our internet web-feed system, and Robin is 'on-the-road-again' recording interviews and special features. It's 'all go'!

Your advertising dollars!

Assuming you are a business operator with an interest in Doubtless Bay - because this is where your clients live and/or work - we are anxious to have your commercial sponsorship. You will find **DBFR** keen to create feature radio reports around what you do, sell and service. You sell water pumps? We already have an extensive '**DBFR Investigates**' week-long series on 'water in our lives' scheduled. And dozens of additional subjects - in depth; think of it as 'Sixty Minutes' - on radio. Real journalism overseen by one of the country's world-recognised journalists.

Who will be listening???

Massive prelaunch advertising (all of the usual media) will bring to **DBFR** a curious, interested, world-wide audience: Yes - even on 'the web'. Our initial FM coverage is 'The Bay', from Kaero to Pukenui, Whatawhiwhi to Awanui. Our on-air promotional line at launch is '[The Talk of the Bay](#)' - providing all Bay region residents with plenty to discuss, argue and debate - daily.

TRIPLE coverage for the price of radio alone!

Commercial announcements will appear on Doubtless Bay Family Radio, on Cable Channel 16 (renamed 'Doubtless Bay Information TV') and on our (internet) Web Casting. Audio - video and the power of internet; it doesn't get any better than this!

DBFR Rate Card - 'Pioneer' Sponsors (signing before August 1).

Commercial Length	Per Week/ 14 spots	Per month/ 60/62 spots	Per week/ programme/1	Per month/ programme/1	3 month contract/per month
30 seconds	\$78/\$5.60 per spot	\$270/\$4.49 per spot			\$243/\$4.05 per spot
60 seconds	\$112/\$8 per spot	\$385/\$6.42 per spot			\$346/\$5.77 per spot
30 minute segment			\$100/\$14.29 per show /2	\$300/\$10 per show /2	\$270/\$9 per show /2
60 minute segment			\$150/\$21.43 per show /2	\$450/\$15 per show/2	\$400/\$13.33 per show /2

Notes:

1/ 30 minute show sponsorship consists of opening show commercial sponsor credits, closing show sponsor credits, and 'within show' 60 second commercial at natural break point. All shows 'ROS' (run of schedule).

2/ 60 minute show sponsorship consists of opening show commercial sponsor credits, closing show sponsor credits, and 'within show' two x 60 second commercials at natural breaks. All shows 'ROS' (run of schedule).

Additional Notes:

We courage you to 'make your own commercials' in your voice. **DBFR** will come to you to record, or, you may come to our studio to record. For 60 second commercials, you may 'phone in' the commercials on a daily basis but you must be 'scheduled' for phone-in time to go on air or be recorded.

'We support you' Community Sponsorship

15 seconds	\$50/\$3.57	\$151/\$2.52			\$136/\$2.27
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